



WCPO

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## ORDER

Print Date 08/23/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 304906 /

Original Date / Revision  
08/23/12 08/23/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

Issue. Crossroads GPS 09.25-10.0

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 997

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$23,290.00	\$27,400.00	0.00	08/27/12	09/30/12	22	\$23,290.00	\$27,400.00
October 2012	6	\$6,290.00	\$7,400.00	0.00	10/01/12	10/01/12	6	\$6,290.00	\$7,400.00
Totals	28	\$29,580.00	\$34,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	09/25/12	10/01/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4				\$900.00		0.00			
		Week: 10/01/12	10/07/12	M-----		1				\$900.00		0.00			
2	WCPO	09/25/12	10/01/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4				\$900.00		0.00			
		Week: 10/01/12	10/07/12	M-----		1				\$900.00		0.00			



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Contract / Revision 304906 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser Crossroads GPS

Product Issue. Crossroads GPS 09 Estimate # 997

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WCPO	09/25/12	10/01/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	2	\$1,300.00	P-3	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-T---					2	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,300.00		0.00			
E 4	WCPO	09/26/12	10/01/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	M-WTF--	:30	1	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,300.00		0.00			
5	WCPO	09/25/12	09/27/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	-T-T---	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-T---					2	\$2,000.00		0.00			
6	WCPO	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$1,500.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,500.00		0.00			
7	WCPO	09/25/12	10/01/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	3	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-TF--					3	\$1,500.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,500.00		0.00			
8	WCPO	09/30/12	09/30/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$800.00		0.00			
9	WCPO	09/30/12	09/30/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
													Totals	28	\$34,800.00